

RINGKASAN

Penelitian berjudul “Strategi *Soft Diplomacy* AS dalam Normalisasi Hubungan Diplomatik dengan Kuba Pada Masa Pemerintahan Barack Obama 2014-2016” dideskripsikan dan dianalisis dengan dua pendekatan yakni teori idiosinkratik dan konsep *sport diplomacy*. Melalui dua pendekatan tersebut penelitian ini fokus terhadap normalisasi hubungan diplomatik antara AS dan Kuba dengan menggunakan *soft diplomacy* sebagai cara untuk memulihkan hubungan kedua negara dimana kebijakan tersebut dilakukan berdasarkan persepsi dari Barack Obama mengenai Kuba. Bentuk diplomasi yang dilakukan AS dalam memulihkan hubungan dengan Kuba yaitu pengumuman normalisasi pada 17 Desember 2014 dengan meminta bantuan Paus Fransiskus sebagai mediator dan kunjungan bersejarah 3 hari Presiden Barack Obama ke Kuba dengan agendanya yaitu pertemuan dengan para pengusaha Kuba dan pertandingan baseball di Estadio Latinoamericano dengan mempertemukan Tim Tampa Bay Rays melawan Tim Nasional Kuba. Selama proses normalisasi ini berjalan, diplomasi yang dilakukan AS memberikan efek positif seperti kerjasama perusahaan AS dengan Kuba, pemberian izin bagi pesawat dan kapal komersial asal AS untuk perjalanan sementara ke Kuba, dihapusnya Kuba dari daftar negara Sponsor terorisme, dan peningkatan di bidang teknologi.

Kata Kunci: Normalisasi, Diplomasi, Hubungan Diplomatik, Barack Obama, AS, Kuba.

SUMMARY

Research entitled "US Soft Diplomacy Strategy in Normalizing Diplomatic Relations with Cuba during the 2014-2016 Barack Obama Administration" is described and analyzed using two approaches, namely idiosyncratic theory and the concept of sport diplomacy. Through these two approaches, this research focuses on normalizing diplomatic relations between the US and Cuba by using soft diplomacy as a way to restore relations between the two countries where the policy is carried out based on the perception of Barack Obama about Cuba. The form of diplomacy carried out by the US in restoring relations with Cuba is the announcement of normalization on December 17, 2014 by asking Pope Francis as a mediator and President Barack Obama's historic 3-day visit to Cuba with the agenda, namely a meeting with Cuban businessmen and a baseball match at Estadio Latinoamericano with a meeting. The Tampa Bay Rays team against the Cuban National Team. During this normalization process, US diplomacy has had positive effects, such as cooperation between US companies and Cuba, granting permits for US aircraft and commercial ships for temporary trips to Cuba, removing Cuba from the list of sponsoring countries of terrorism, and improving technology.

Keywords: Normalization, Diplomacy, Diplomatic Relations, Barack Obama, USA, Cuba.

